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<b>IN THE UNITED STATES PATENT AND TRADEMARK OFFICE</b>	<i>Application Number</i>	09/520,798
	<i>Filing Date</i>	March 8, 2000
	<i>First Named Inventor</i>	Richard ROTHKOPF
	<i>Group Art Unit</i>	2162
	<i>Examiner Name</i>	John L. Young
	<i>Attorney Docket Number</i>	2470-104
<i>Title of the Invention: INCREMENTAL PROMOTION FOR ELECTRONIC COMMERCE</i>		

**AMENDMENT**

Assistant Commissioner for Patents  
Washington, D.C. 20231

**RECEIVED**  
**APR 25 2002**  
Technology Center 2100

Dear Sir:

In response to the first Office action mailed January 23, 2002, please amend the subject patent application as follows.

**In the Claims:**

Cancel claims 14 and 22.

--1. (Amended) An electronic commerce apparatus for offering a promotional award to a visitor of an electronic commerce site, comprising:

a connection to a distributed communication network;

a promotional awards storage area, including a customer identifier storage that contains unique identification information for each visitor to said site, and a visitor parameter storage that contains information pertaining to prior visits to said site by visitors identified in said customer identifier storage; and

an awards rule storage that stores rules for crediting awards to visitors of said site according to information stored in said visitor parameter storage;

wherein a visitor of said site is granted a promotional award by retrieving visitor parameter information from said visitor parameter storage corresponding to customer identification information stored in said customer identifier storage in response to visitor identification information provided to said apparatus upon visitor access to said site, and applying retrieved visitor parameter information to award crediting rules retrieved from said awards rule storage.

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